

**CLAIMS:**

1. A method for measuring an individual's pupil position (PP) in relation to a particular eyeglasses frame, the method comprising the following steps:
  - (i) fitting a display module (DM) to the eyeglass's frame;
  - 5 (ii) displaying on the DM a graphic image and displacing it until it interferes with the individual's line of vision; and
  - (iii) registering the coordinates of the interference location to obtain the PP.
2. A method according to claim 1, wherein the display module is fitted to the eyeglass's frame at a recognizable location.
- 10 3. A method according to claim 1, wherein the graphic image is displayed while the individual is staring at a target mark.
4. A method according to claim 1, wherein the display module comprises an LCD screen.
5. A method according to claim 3, wherein the graphic image is a transparent  
15 image created on a screen surface with clarity thereof changeable between transparent to opaque, wherein the target mark is viewed through the transparent image area.
6. A method according to claim 3, wherein the graphic image is a fine aiming image created on the DM, where the target image is substantially not hidden by said  
20 graphic image upon interference with the individual's line of vision.
7. A method according to claim 3, wherein the graphic image is a dark image formed on a substantially clear surface of the DM, where the target image is substantially hidden by said graphic image upon interference with the individual's line of vision.
- 25 8. A method according to claim 1, wherein controlling the graphic image and its displacement is carried out by the individual.
9. A method according to claim 1, wherein controlling the graphic image and its displacement is carried out by a trained personnel.

10. A method according to claim 1, wherein the PP is separately detected and measured for each eye.
11. A method according to claim 1, wherein the display module is mounted on a fixture member fixable to the eyeglass's frame.
- 5 12. A method according to claim 1, wherein the display module (DM) is positioned behind or in front of the eyeglass's frame.
13. A method according to claim 1, wherein the display module (DM) replaces the eyeglass's lenses.
14. A method according to claim 1, carried out with or without raw lenses fitted  
10 on the eyeglass's frame.
15. A method according to claim 1, wherein steps (b) and (c) are repeated for target marks at a range of distances and positions.
16. A method according to claim 1, wherein optical parameters and factors are compensated by a conventional optics or by a electronic display controlled by a  
15 processor unit, to correspond with actual imaging factors.
17. A method according to claim 16, wherein the factors comprise distance, illumination, lens power, myopia/hyperopia, glare, brightness.
18. A method according to claim 1, wherein the displayed image is a reality image or a virtual image.
- 20 19. A method for measuring an individual's pupil position (PP) for positioning a fitting point (FP) of a lens such that it extends in proper relationship to the individual's line of vision with respect to particular eyeglass, the method comprising the following steps:
  - (i) fitting a display module (DM) in fixed and recognizable relation to the  
25 eyeglass's frame;
  - (ii) displaying on the DM a graphic image and displacing it until it aligns with the individual's pupil position;
  - (iii) registering the coordinates of the alignment position to obtain the PP; and
  - (iv) converting the alignment position coordinates to align the FP of the lens  
30 with respect to the individual's PP.

20. A method according to claim 18, wherein the graphic image is displaced until it intersects with the individual's line of vision, while staring at a target mark.
21. A method for measuring an individual's pupil position (PP) in relation to a particular eyeglass's frame, wherein a display module (DM) is fixed in recognizable  
5 relation to the eyeglass's frame and a graphic image displayed on the DM is displaced until it interferes with the individual's line of vision while staring at a target mark, whereby the coordinates of the interference location are registered to obtain the PP.
22. A system for measuring an individual's pupil position (PP) in relation to a  
10 particular eyeglasses frame, the system comprising a fixture member for attaching to the eyeglasses frame, at least one display module (DM) suited for displaying a graphic image on the DM, a control unit for controlling and displacing the graphic image, and a register for picking up selected location coordinates of the graphic image.
- 15 23. A system according to claim 22, wherein the fixture member is attached to the eyeglass's frame at a recognizable relation.
24. A system according to claim 22, further comprising a controllable processor and a user interface for controlling the type and position of the graphic image and for registering the coordinates of the interference location.
- 20 25. A system according to claim 23, wherein the user interface is wireless unit.
26. A system according to claim 22, wherein the display module comprises an LCD screen.
27. A system according to claim 22, wherein the display module is controllable to change its clarity through the range of transparent to opaque.
- 25 28. A system according to claim 26, wherein the graphic image is a fine aiming image created on the DM, where a target image is substantially not hidden by said graphic image upon interference with the individual's line of vision.
29. A system according to claim 22, wherein the graphic image is a dark image formed on a substantially clear surface of the DM, where a target image is hidden by  
30 said graphic image upon interference with the individual's line of vision.

30. A system according to claim 22, wherein the display module is mounted on a fixture member fixable to the eyeglass's frame and comprising a centering mechanism.
31. A system according to claim 22, wherein the fixture member comprises a self centering mechanism so as to spontaneously center with respect to the eyeglass's frame.
32. A system according to claim 22, wherein the fixture member bears on the eyeglass's frame at a nose-bridge portion thereof.
33. A system according to claim 31, wherein the fixture member bears on the eyeglass's frame at least at another location to obtain true-position coordinates of the fixture versus the eyeglass's frame.
34. A system according to claim 22, wherein the DM is attached to the eyeglass's frame by a vacuum attachment cup applied to raw lenses of the eyeglass.
35. A system according to claim 22, comprising a single DM and where the fixture member is fixable to the eyeglass's frame and shiftable between a first position where the DM corresponds with a first lens of the eyeglass and a second position corresponding with a second lens of the eyeglass.
36. A system according to claim 22, wherein the fixture member supports a single display module shiftable between two positions corresponding with two lenses of the eyeglass's frame.
37. A system according to claim 22, wherein the display module (DM) is positioned behind or in front of the eyeglass's lenses.
38. A system according to claim 22, carried out with or without raw lenses fitted on the eyeglass's frame.
39. A system according to claim 22, wherein an optical power of the display module is changeable to comply with individual's near/far sight.
40. A system according to claim 22, wherein the graphic display is created on a reflective DM.

41. A system according to claim 22, wherein the graphic image is part of a pattern which when blended with another graphic image is perceived as a virtual image.
42. A system according to claim 41, wherein the graphic image is a colored  
5 pattern, wherein upon alignment of the graphic image with the individual's line of sight, a different colored pattern is perceived.
43. A system according to claim 41, wherein a different graphic image is displayed to each eye, wherein upon alignment of the graphic images with the individual's pupils a resultant perceived image appears, which is an image blending  
10 the two graphic images.
44. A system according to claim 22, wherein the displayed image is a reality image or a virtual image.